

## ***CHAPTER III: DEVELOPMENT OF A COMPREHENSIVE VISION***

There is one universal rule in planning:

*“A town will never be greater than the vision that guides it.”*

A town’s master plan shapes how it functions as a community and reveals the community’s collective aspirations, values, and vision for the future. An important part of the planning process used to complete this Plan Update, was the preparation of a vision statement by town representatives. At a planning workshop, an Advisory Committee comprised of members from various departments and boards participated in a planning workshop to develop a vision statement to guide the evolution of the Plan Update and ultimately, the evolution of the town. Those present were invited to write down their mission statement for the town’s future. These mission statements were reviewed and common factors of each statement were included in the vision statement provided below. Many of the mission statements focused on specific areas of interest, such as housing, recreational resources, and economic conditions. Those points were included in the goals written for the plan elements. A community’s Vision Statement generally describes the community’s direction over the next ten to fifteen years; i.e., how it will guide development and manage its resources.

### **I. Vision Statement**

It was the consensus of the Advisory Committee that the following statement most accurately describes the vision for future of the Town of Greece.

*The Town of Greece envisions itself as a physically, socially, and economically diverse community with an abundance of natural resources. It will continue to be a safe, well-maintained town that offers a variety of residential neighborhoods, as well as job opportunities, quality education, recreation, and shopping experiences. Greece’s residents enjoy living, working, raising families, and retiring in the town, both now and in the future.*

### **II. Goals & Objectives**

Goals and objectives are an essential part of the comprehensive planning process. In order for a community to guide land use and development, it must have measurable goals or milestones to systematically implement. The following goals and objectives serve as the starting point from which plans for land use, transportation, and community facilities and services can be developed. They will be translated into policies, activities, projects, and programs for implementation and future development.

The following goals and objectives were developed to achieve the town's vision:

## **IIA. Housing**

Goal: Provide a full range of housing opportunities to meet the variety of housing needs that exist in the town.

Objectives:

- Provide for sufficient senior citizen housing that is affordable and above basic standards.
- Provide a normal distribution of housing stock by value and type.
- Develop and implement a comprehensive program for renewal of older neighborhoods, and to then maintain them as physically attractive areas.
- Provide for more diverse housing opportunities for senior citizens, empty nesters, startup families, and limited income households.
- Provide for more upscale housing opportunities to support the emphasis on "Quality of Life" and to meet the needs of the community in attracting new businesses.

## **IIB. Recreation, Open Space, and Preservation of Environmentally Sensitive Lands**

Goal: Provide sufficient, well-located, active and passive recreational opportunities for town residents, while preserving environmentally sensitive lands.

Objectives:

- Ensure that recreation and community services are spatially distributed within each of the proposed planning districts.
- Preserve the existing environmentally sensitive natural areas remaining in the town, especially those near and adjacent to Lake Ontario.
- Allocate resources to provide for more parks and recreation areas, as needed, in under-served and developing sections of the town.
- Develop and implement storm water management guidelines and best practices to treat storm water run off, protect streams, and to assure the quality of surface water that enters the town's ponds and Lake Ontario.
- Continue to work cooperatively with other agencies (e.g., Monroe County) and the school districts to share in the development and maintenance of recreational facilities.
- Appropriate funds for the purchase or other acquisition of land or development rights, to preserve open space.
- Adopt a standard or preferred level of service for open space and recreational facilities serving residential areas (e.g., 6 acres of open space per 1000 residents).
- Acquire land on the lakefront and the Erie Canal for public use and to promote tourism.
- Identify, acquire, and preserve pristine forestland.

## **IIIC. Land Use**

Goal: Promote economic development, convenient commercial services, and employment opportunities by encouraging commercial, office, and light industrial uses in specific areas of the town.

Objectives:

- Revise zoning regulations to ensure that the transition from one land use to another is logical and nonintrusive.
- Develop guidelines for a good mix of commercial, residential open space, public facilities, and industrial uses that result in an adequate tax base.
- Ensure that the future land use plan for the town's northwestern quadrant includes a mix of uses and neighborhood retail.

**IID. Economic**

Goal: Strengthen the economy of the town by encouraging a growing and broad economic base.

Objectives:

- Create the Town of Greece Canal Front District as a center for commerce and recreation.
- Provide for more high-tech industries in the future land use plan.
- Provide for waterfront recreational and commercial uses in the future land use plan.
- Encourage diversified industrial growth.
- Develop a plan that results in an economically vibrant and diverse community with an appropriate mix of residential, commercial, and high-tech industrial development.
- Occupy vacant commercial properties and enhance adjacent residential neighborhoods.

**IIE. Transportation**

Goal: Provide safe, efficient transportation for people and goods within, through, and around the Town of Greece.

Objectives:

- Develop and implement a plan to connect current and future trails, bikeways, and walkways to provide access throughout the town by means other than the auto or mass transit.
- Develop a traffic circulation plan for safety and ease of travel.
- Develop and implement a revitalization plan for the town's major commercial corridor to mitigate traffic conflicts, provide for physical enhancements, and to ensure economic future viability.

**IIIF. Utilities**

Goal: Promote development, maintenance, and enhancement of public utilities in a cost-effective manner in accordance with the land use policies presented in the Community Master Plan Update.

Objectives:

- Identify future growth areas to which utilities will be extended.
- Require that all on-site sewage disposal systems be designed in accordance with Monroe County regulations.
- Require electrical, telephone, and cable television lines to be installed underground, where practical.
- Continue to work cooperatively with Monroe County to identify and reduce unregulated flow into the town's sanitary sewer system.

**IIIG. Historic Resources**

Goal: Preserve Greece's heritage through the protection of its historical resources.

Objectives:

- Work with the Landmark Society of Western New York, Inc. to update the inventory of significant historical resources that give the town its special character.
- Identify historic areas within the town that should be recognized for their significance, and develop policies for their protection and enhancement.

**III. Growth Management**

Goal: Develop policies, programs, and regulations that control growth in the town, as prescribed in this Community Master Plan Update.

Objectives:

- Adopt campus-style design guidelines for new commercial/industrial properties.
- Design a master plan that accounts for the eventual uses of all land in the town, to provide for adequate future community facilities and open space.
- Incorporate retail/professional services in the future land use plan for the Canal Ponds areas.
- Identify and preserve environmentally sensitive lands in northwestern Greece.
- Plan for regional, community, and neighborhood commercial growth in centers rather than strip development; also, provide for increased parkland in developing residential areas.
- Determine a reasonable apportionment between industrial base and residential growth.
- Provide for a “Village Center” zone for village-type development within the Canal Front District.